

**The George Washington Alumni Association**  
**Board of Directors Meeting**  
**February 9, 2005**  
**Minutes**  
**As Approved: April 20, 2005**

Members in attendance: Sylvia Benatti, Kristen Betts, Marlynn Brown, Penn Chabrow, Richard Crespin, Pastor Farinas, Marc Goldsmith, Jeremy Gosbee, Stan Grube, Jennifer Hertzberg, Stuart Kassin, Issa Khozeimeh, Joe Kiehl, Gene Lambert, Jeannie Lesko, John Manning, Jeanette Michael, Alexia Morrison, Alan Nadel, Tejbir Singh Phool, Audrey Plonk, Jonathan Pompan, Ramona Stoltz, Breanna Templeton, Sean Walsh.

Via Teleconference: Jason Chautin, Jay Cohen, Carol Engel, Dennis Kain, Kristy McDonnell, Philip Tahtakran.

Members not in attendance: Bruce Ammerman, Alex Barsed, Irene Brahmakulam, Jose Brito, David Cleary, Edmond Collier, Patrick Dine, Robert Efrus, Allan From, Mark Hughes, Cameron MacKenize, Eric Mendelsohn, William Quinn, Anna Samedova, Tony Sayegh, Nicole Spedula, Camille Stillwell, Omar Woodard, Christopher Young, John Young.

Staff in attendance: Scott Mory, Karen Ancillai, Joe Bondi, Kelly Bosma, Peggy Culp, Ginger Daniel, Elaine Douglas, Alex Espinoza, Jason Miller, Anita Ponchione, John Rosser.

Special Guest – Frederic Siegel, Associate Vice President and Dean of Freshmen

**Call to Order and Approval of Minutes**

- President Kristen Betts called the meeting to order at 6:37 p.m. in Post Hall at the Mount Vernon Campus.
- The minutes of the December 1, 2004 meeting were approved with the following correction: Karen Ancillai and Rebecca Leonard were moved from members in attendance to staff in attendance.

**President's Report**

- President Kristen Betts reported on her effort to encourage contributions to GW by 100% of the Board of Directors before May 1, 2005:
  - ◆ Joe Bondi has created a list of members and donations.
  - ◆ 43% of the members have contributed since July 1, 2004 (last year's total was 55%)
  - ◆ Betts will send updated reports March 1<sup>st</sup>, April 1<sup>st</sup>, and May 1<sup>st</sup>.
  - ◆ A pledge sheet was provided in the meeting packet.

**Treasurer's Report**

- Treasurer Richard Crespin reported the Finance Committee met on January 27, 2005 with full attendance.
- Crespin noted that the committee had identified three priorities for this fiscal year, and had identified the Association's progress toward each with a red, yellow or green rating.

- ◆ Achieve long-term solvency (yellow)
- ◆ Improve and simplify treasury and investments (green)
- ◆ Enhance financial relationship with the University (green)
- Crespin presented the basic terms for the Student Loan Consolidation program and GWAA Scholarship Endowment. Following some discussion on the issue, Crespin moved that the Board of Directors ratify the basic terms of the student loan consolidation program as presented by the committee. The motion was seconded and carried by unanimous voice vote.

### **Executive Director's Report**

- Executive Director Scott Mory introduced Alex Espinoza to present information on the Annual Fund Report.
  - ◆ Espinoza reported that, using the "Alumni Finder" tool, the Fund had successfully obtained contact information for 13,000 of the 25,000 alumni records with no contact information. He noted that these new records would be called and sent mail soon.
  - ◆ Espinoza also noted that the Annual Fund's staff of 40 student callers and three full-time staff had raised 73% of the Fund's fundraising goal for the year and 60% of the goal in cash.
  - ◆ He also noted that the upcoming GW vs. Fordham basketball game would be "Annual Fund Night," and that a Luther Rice Society reception would be held on March 23, 2005.
  - ◆ Espinoza reported that the senior class gift campaign for 2005 was underway.
- Mory reported that the University had conducted a "gap survey" to measure impressions among alumni of the importance of various program offerings and GW's performance at delivering those programs. Results of the study were included in the Board's meeting packet.
- In response to a suggestion by Penn Chabrow that GW conduct a survey of DC area alumni to determine what programs they would like to see offered, Mory noted that his office was considering an electronic survey for this purpose.
- Mory reported that the Alumni Authors Series and upcoming alumni ski trip had both been cancelled due to low registration. He noted that the Office of Alumni Programs and the Association should take some time to listen to alumni and learn what events they are interested in.
- Mory reported newly appointed Vice President for Advancement Laurel Price Jones would be attending the April Board of Directors Meeting.
- Mory emphasized the goal of leadership for the Board and asked that every Board member contribute to GW so that Association could achieve its goal of reaching 100% participation by May 1, 2005. He noted that the Board of Trustees did not have 100% participation by its members, so reaching this goal among the Association board would make a powerful statement to the University.
- Mory introduced Joe Bondi, Director of Alumni Constituency Initiatives, to speak on GWAA Student-Alumni Initiatives and the Association's partnership with the Class Councils. Bondi noted that two programs being sponsored by the GWAA were both very well received: the "Dinner with Alumni" and "How Do I Become A..." series.

### **Special Guest**

Frederic Siegel, Associate Vice President and Dean of Freshmen, addressed the Board regarding his responsibilities at the Mount Vernon Campus and his efforts to increase the retention rates among undergraduates.

### **Strategic Planning Committee**

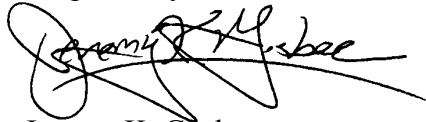
- Committee Chairman Alan Nadel thanked the Board for replying to a recent survey regarding the Association's mission statement and noted that the results of this survey would be used to develop a new mission statement to be presented to the Board for consideration at the April meeting. He asked that the Board review several sample mission statements from other university alumni associations included in the Board packet and provide feedback to the committee.
- Nadel also noted that the committee would present a draft document regarding the roles and responsibilities of Association Board members at the April meeting.
- Nadel also reported that the committee would present some initial thoughts about the relationship between the Association and the University at the April Board meeting.

### **New Business**

- Alexia Morrison informed the Board about the upcoming Cancer Gala on April 8, 2005. Tickets are \$350 and the event starts at 8:30 pm. Tickets purchased for the Gala will count toward this year's 100% contribution participation initiative.

There being no further business, the meeting was adjourned at 8:31 p.m.

Respectfully submitted,



Jeremy K. Gosbee  
Secretary

*Prepared by: Kelly Bosma and Jason Miller*